



WEWS

# ORDER

Flight Dates **08/18/12-09/01/12**

Contract / Revision      **308175 /**

Original Date / Revision  
08/16/12    08/28/12

Advertiser **Obama / Democrat / Preside**

Agency    **GMMB Inc**

Buying Contact

**1010 Wisconsin Avenue - Suite #80  
Washington, DC 20007**

Product

Issue. **OFA Sked C 8.18-8.31.12**

Agency Com    15%

Billing Contact

**1010 Wisconsin Avenue - Suite #80  
Washington, DC 20007**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref    2

Order Sep      00:20:00

Estimate #      **1617**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle    EOM/EOC

Billing Calendar BROADCAST

Demographic   A35+

Rev Codes      POL      POL      CAND

Product Codes PL

Priority          P-1

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 130550

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	50	\$58,862.50	\$69,250.00	0.00	07/30/12	08/26/12	50	\$58,862.50	\$69,250.00
September 2012	47	\$52,105.00	\$61,300.00	0.00	08/27/12	09/01/12	47	\$52,105.00	\$61,300.00
<b>Totals</b>	<b>97</b>	<b>\$110,967.50</b>	<b>\$130,550.00</b>	<b>0.00</b>					

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WEWS	08/18/12	08/31/12	M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	3	\$850.00	P-1	0.00	NM	14	\$11,900.00
				M-F GMA 7-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	-----			0		\$0.00			0.00			
Week:		08/20/12	08/26/12	MTWTF--			6		\$850.00			0.00			
Week:		08/27/12	09/02/12	MTWTF--			8		\$850.00			0.00			



**WEWS**

Print Date: 09/24/12

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Contract / Revision      **308175**      Flight Dates **08/18/12-09/01/12**

Hiatus Dates

Original Date / Revision    08/16/12/    08/28/12

Order Sep    00:20:00

Advertiser    **Obama / Democrat / Presid**    Product **Issue. OFA Sked C 8.18-8.3**    Estimate #    **1617**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	WEWS	08/18/12	08/31/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$650.00	P-1	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S-					1	\$650.00		0.00			
		Week: 08/20/12	08/26/12	-----S-					1	\$650.00		0.00			
		Week: 08/27/12	09/02/12	-----					0	\$0.00		0.00			
N 3	WEWS	08/18/12	08/31/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----					0	\$0.00		0.00			
		Week: 08/20/12	08/26/12	-----S					1	\$650.00		0.00			
		Week: 08/27/12	09/02/12	-----					0	\$0.00		0.00			
N 4	WEWS	08/18/12	08/31/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	5	\$700.00	P-1	0.00	NM	10	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----					0	\$0.00		0.00			
		Week: 08/20/12	08/26/12	MTWTF--					5	\$700.00		0.00			
		Week: 08/27/12	09/02/12	MTWTF--					5	\$700.00		0.00			
N 5	WEWS	08/18/12	08/31/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	4	\$700.00	P-1	0.00	NM	8	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----					0	\$0.00		0.00			
		Week: 08/20/12	08/26/12	MTWTF--					4	\$700.00		0.00			
		Week: 08/27/12	09/02/12	MTWTF--					4	\$700.00		0.00			
N 6	WEWS	08/18/12	08/31/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	2	\$1,000.00	P-1	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----					0	\$0.00		0.00			
		Week: 08/20/12	08/26/12	MTWTF--					2	\$1,000.00		0.00			
		Week: 08/27/12	09/02/12	MTWTF--					3	\$1,000.00		0.00			
N 7	WEWS	08/18/12	08/31/12	M-F 12-1230pm News M-F 12p News	CM	12-1p	MTWTF--	:30	5	\$700.00	P-1	0.00	NM	10	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----					0	\$0.00		0.00			
		Week: 08/20/12	08/26/12	MTWTF--					5	\$700.00		0.00			
		Week: 08/27/12	09/02/12	MTWTF--					5	\$700.00		0.00			
N 8	WEWS	08/18/12	08/31/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	1	\$700.00	P-1	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----					0	\$0.00		0.00			
		Week: 08/20/12	08/26/12	MTWTF--					1	\$700.00		0.00			
		Week: 08/27/12	09/02/12	MTWTF--					1	\$700.00		0.00			
N 9	WEWS	08/18/12	08/31/12	M-F 3-4p M-F 3-4p	CM	3-4p	MTWTF--	:30	2	\$1,500.00	P-1	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----					0	\$0.00		0.00			
		Week: 08/20/12	08/26/12	MTWTF--					2	\$1,500.00		0.00			
		Week: 08/27/12	09/02/12	MTWTF--					2	\$1,500.00		0.00			
N 10	WEWS	08/18/12	08/31/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	2	\$900.00	P-1	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----					0	\$0.00		0.00			
		Week: 08/20/12	08/26/12	MTWTF--					2	\$900.00		0.00			
		Week: 08/27/12	09/02/12	MTWTF--					2	\$900.00		0.00			



WEWS

Print Date: 09/24/12

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Contract / Revision **308175** Flight Dates **08/18/12-09/01/12**

Hiatus Dates

Original Date / Revision 08/16/12/ 08/28/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **Issue. OFA Sked C 8.18-8.3** Estimate # **1617**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 10	WEWS	08/18/12	08/31/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	2	\$900.00	P-1	0.00	NM	4	\$3,600.00
N 11	WEWS	08/18/12	08/31/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	3	\$1,200.00	P-1	0.00	NM	6	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----		0				\$0.00		0.00			
	Week:	08/20/12	08/26/12	MTWTF--		3				\$1,200.00		0.00			
	Week:	08/27/12	09/02/12	MTWTF--		3				\$1,200.00		0.00			
N 12	WEWS	08/18/12	08/31/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	3	\$1,600.00	P-1	0.00	NM	6	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----		0				\$0.00		0.00			
	Week:	08/20/12	08/26/12	MTWTF--		3				\$1,600.00		0.00			
	Week:	08/27/12	09/02/12	MTWTF--		3				\$1,600.00		0.00			
N 13	WEWS	08/18/12	08/31/12	M-F 6-630p News M-F 6-630p News	CM	WNT Pre-Adj. (6:28 PM-6:30 PM)	MTWTF--	:30	1	\$2,000.00	P-1	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----		0				\$0.00		0.00			
	Week:	08/20/12	08/26/12	MTWTF--		1				\$2,000.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WEWS	08/20/12-08/26/12	M-F 6-630p News		WNT Pre-Adj. (6:28 PM-6:30 PM)	MTWThF----	:30		\$1,600.00		0.00	NM		
		[Due To Placement]													
	Week:	08/27/12	09/02/12	MTWTF--		1				\$2,000.00		0.00			
N 14	WEWS	08/18/12	08/31/12	SA 6-630p News SA 6-630p News	CM	6-630p	-----S-	:30	1	\$800.00	P-1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S-		1				\$800.00		0.00			
	Week:	08/20/12	08/26/12	-----S-		1				\$800.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	WEWS	08/20/12-08/26/12	SA 6-630p News		6-630p	-----Sa--	:30		<del>(\$800.00)</del>		0.00	NM		
		See MG 14.3													
		[Sports Late-Run]													
	3	WEWS	09/01/12-09/01/12	SA 730-8P		730-8P	-----Sa--	:30		\$800.00		0.00	NM		
		Ⓜ MG for 14.2 08/25													
	Week:	08/27/12	09/02/12	-----		0				\$0.00		0.00			
N 15	WEWS	08/18/12	08/31/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S		1				\$1,200.00		0.00			
	Week:	08/20/12	08/26/12	-----		0				\$0.00		0.00			
	Week:	08/27/12	09/02/12	-----		0				\$0.00		0.00			
N 16	WEWS	08/18/12	08/31/12	M-F 7-730p 7-730p Wheel	CM	7-730p	MTWTF--	:30	3	\$2,400.00	P-1	0.00	NM	6	\$14,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----		0				\$0.00		0.00			
	Week:	08/20/12	08/26/12	MTWTF--		3				\$2,400.00		0.00			
	Week:	08/27/12	09/02/12	MTWTF--		3				\$2,400.00		0.00			
N 17	WEWS	08/18/12	08/31/12	M-F 730-8P 730-8p Jeopardy	CM	730-8p	MTWTF--	:30	2	\$2,600.00	P-1	0.00	NM	4	\$10,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----		0				\$0.00		0.00			
	Week:	08/20/12	08/26/12	MTWTF--		2				\$2,600.00		0.00			
	Week:	08/27/12	09/02/12	MTWTF--		2				\$2,600.00		0.00			



**308175**

## Hiatus Dates

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **Issue. OFA Sked C 8.18-8.3** Estimate # **1617**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N18	WEWS	08/18/12	08/31/12	SA 7-730p 7-730p	CM	7-730p	-----S-	:30	1	\$800.00	P-1	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S-		1				\$800.00		0.00			
	Week:	08/20/12	08/26/12	-----S-		1				\$800.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WEWS	08/20/12-08/26/12		SA 7-730p		7-730p		-----Sa--	:30	<del>(\$800.00)</del>		0.00	NM		
	See MG 18.3,18.4 [N/A PGM CHG NASCAR]														
3	WEWS	08/27/12-08/31/12		M-F 2-3p		2-3p		MTWThF----	:30	\$800.00		0.00	NM		
	Ⓜ MG for 18.2,19.2														
4	WEWS	08/27/12-08/31/12		M-F 2-3p		2-3p		MTWThF----	:30	\$800.00		0.00	NM		
	Ⓜ MG for 18.2,19.2														
	Week:	08/27/12	09/02/12	-----		0				\$0.00		0.00			
N19	WEWS	08/18/12	08/31/12	SA 730-8P SA 730-8pm	CM	730-8P	-----S-	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S-		1				\$800.00		0.00			
	Week:	08/20/12	08/26/12	-----S-		1				\$800.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WEWS	08/20/12-08/26/12		SA 730-8P		730-8P		-----Sa--	:30	<del>(\$800.00)</del>		0.00	NM		
	See MG 18.3,18.4 [N/A PGM CHG NASCAR]														
	Week:	08/27/12	09/02/12	-----		0				\$0.00		0.00			
N20	WEWS	08/18/12	08/31/12	MON Bachelor/Bachelorette MON Bachelor/Bachelorette	CM	8-11p	M-----	:30	1	\$7,500.00	P-1	0.00	NM	3	\$22,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----		0				\$0.00		0.00			
	Week:	08/20/12	08/26/12	M-----		2				\$7,500.00		0.00			
	Week:	08/27/12	09/02/12	M-----		1				\$7,500.00		0.00			
N21	WEWS	08/18/12	08/31/12	Friday Prime C Friday Prime C	CM	10-11p	----F--	:30	1	\$3,500.00	P-1	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----		0				\$0.00		0.00			
	Week:	08/20/12	08/26/12	-----		0				\$0.00		0.00			
	Week:	08/27/12	09/02/12	----F--		1				\$3,500.00		0.00			
N22	WEWS	08/26/12	08/26/12	Sunday Prime Special Sunday Prime Special	CM	Sunday Prime Special (9:00 PM-11:00 PM)	-----S	:30	1	\$3,500.00	P-1	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S		1				\$3,500.00		0.00			
N23	WEWS	08/26/12	08/26/12	Criminal Minds Sa Criminal Minds	CM	1135p-105x	-----S	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S		1				\$400.00		0.00			
Totals														97	\$130,550.00